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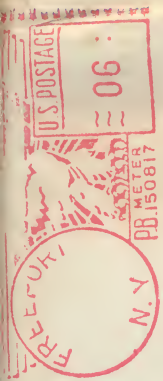
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DIGITRONICS CORPORATION

ALBERTSON AVE., ALBERTSON, LONG ISLAND, NEW YORK



Theodore H Nelson
EDP Consultant
Box 1546
Poughkeepsie, N.Y. S-1

. . . on Digitronics products is enclosed. After you have had an opportunity to read it, you may require additional information. For that purpose we are attaching a postage-paid reply card. Simply detach the card, fill in the details and mail it back to us.

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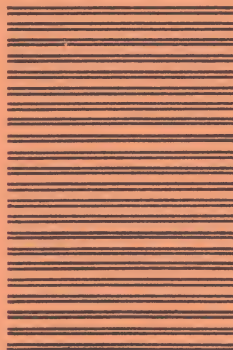
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DIGITRONICS

REPORTS

FROM

SAN FRANCISCO



DATA-VERTER*

A SUCCESS

IN SPEEDING

REPUBLICAN

NATIONAL

CONVENTION

NEWS COVERAGE

TO

The New York Times.



THE FIRST DATA-VERTER*

FIELD TEST:

THE NEW YORK TIMES, SUNDAY, JULY 12, 1964.

Q.

How do you cover
an elephant?

A.

Completely.

Just how completely The New York Times will cover the Republican National Convention is indicated in this article, reprinted from Times Talk, a monthly magazine published by The Times for its employees.

Large Convention Staff to Move on San Francisco

The Times staff at the Republican National Convention in San Francisco.

Communications facilities have been arranged by Jack Henry, communications chief, who will be on hand to make sure everything is properly installed and that copy moves smoothly. High speed teletypes will flood copy into the 43d Street wire room at the rate of 1,000 words a minute.

Two portable typewriters, especially built for The Times by the Digitronics Corporation, manufacturers of electronic equipment, will be used for deadline stories direct from the convention hall press stand. Reporters writing late-breaking copy will use the machines, which record copy onto magnetic tape. From a telephone at the reporter's side, the tape will be transmitted instantaneously to the 43d Street wire room, where it will be run through a printer that knocks out copy at 300 lines a minute. In other words, if time is short a story can be on the national news desk in New York for processing one minute after it leaves the reporter's typewriter in San Francisco.

nist, will make the longest journey. He will go from Paris.

Larry Davies, chief San Francisco correspondent, has worked for months to advance preparations for the visiting crew. He has equipped the workrooms with chairs, couches, tables, filing cabinets, water coolers, typewriters, telephones and TV sets. Bill Farrell of the local news staff has handled arrangements at this end and will act as office manager and man-of-all-work in San Francisco.

The Times will have work space in the new Hilton Hotel basement, space allotted for important convention committee meetings, and in the Cow Palace basement workroom where the convention sessions will be held.

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The New York Times News Service will transmit convention stories directly from the convention hall throughout the country via a special wire installed in the Cow Palace.

From circulation will expect a large edition of The Times, which will be out of New York each day. The first edition will arrive in San Francisco at 8 A.M. and will be at the door of the Cow Palace by noon.

Editions will leave New York at 8 A.M., be on sale at hotels, newsstands and the Cow Palace by noon.

C. L. Sulzberger, editorial page columnist, will be there.

It will all come out in The New York Times!

DIGITRONICS

DATA-VERTER*

*"Links the man in the field
to the remote computer"*

DATA-VERTER compact, transportable models include: a typewriter recorder, a keyed-input recorder (adding machine) and a multi-item card recorder as well as a standard encoder and a separate standard transmitter.

DATA-VERTER lends itself to any application in which source data must be quickly acquired and ultimately converted to machine language for computer usage.

- Inventory Control
- Warehousing
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- Transaction Recordings

*... are only a few of the possible
applications for DATA-VERTER*.*

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DATA-VERTER* DIVISION

DIGITRONICS CORPORATION

Albertson, L. I., New York (516) HT 4-1000

DIGITRONICS
DIAL-O-VERTER*
and DATA-VERTER*
systems at the
New York Times offices



ELECTRONICS AGE COMES TO FLOWER

Convention Site Is Aclutter With TV-Radio Marvels

High-Speed Transmission

Coordinating has become so complicated that the television networks have their own internal "news services" to keep their people abreast of what the network is reporting. This is effected by a Teleprinter circuit with a dozen to 30 outlets. A special editorial staff puts on the circuit a minute-to-minute digest of staff reports.

Newspapers and news magazines also are doing electronic pioneering. For instance, The New York Times and Time magazine are using three Digitronics 1,000-word-a-minute circuits to transmit copy from San Francisco to New York. On these, punched tape conveys symbols to a memory unit until a whole line of text has been accumulated. Then, 3,000 miles away, the entire line is imprinted in a second.

The New York Times is testing a portable variation of this. As a reporter types, the symbols are recorded on a magnetic tape. The tape is then plucked out of the typewriter and placed in a suitcase—size converter connected with an ordinary telephone. The symbols go onto the telephone line in high-speed beeps that are unscrambled miles away and imprinted at 500 words a minute.

St. Paul Pioneer Press
First Newspaper in Minnesota
D. 99,749 SUN. 201,347
JUL 15 1964
**Device Speeds
Convention News**

CONCORD, CALIF.
TRANSCRIPT
D. 7,523
JUL 15 1964
**GOP Conclave
Tests Speed
Transmitter**

PETALUMA, CALIF.
ARGUS, COURIER
D. 5,287
JUL 15 1964
**News Copy Sent
At High Speed
To New York**

HUNTINGTON, W. VA.
HERALD DISPATCH
44,448 S. 53,147
JUL 16 1964
**500 Words
Per Minute
Sending Tested**

SAN JOSE NEWS
SAN JOSE, CALIF.
D. 58,746
JUL 15 1964
**High-Speed
News Copy
Transmitted**

St. Paul Pioneer Press
First Newspaper in Minnesota
D. 99,749 SUN. 201,347
JUL 15 1964

Device Speeds Convention News

SAN FRANCISCO — (AP) — A portable transmitter for speeding news copy between San Francisco and New York at 400 to 500 words a minute is being tested at the Republican national convention.

The system was developed by Digitronics Corp., Albertson, N. Y., for the New York Times.

It attaches to a reporter's typewriter and codes his story in magnetic tape. When the reporter is finished, he puts the tape cartridge in the transmitter, called data-verter, and presses a button.

A receiver in New York gets the coded story on punched paper-tape which is fed into a printer that translates it back to original copy form. A transmission that would take at least 20 minutes by teleprinter requires less than three minutes by the new system, said a Times spokesman.

FRESNO, CALIF.
BEE
112,104 S. 134,266
JUL 15 1964
**Machine Speeds
News To NY: 500
Words A Minute**
SAN FRANCISCO — AP — A portable transmitter for speeding news copy between

MADERA, CALIF.
TRIBUNE
D. 4,310
JUL 14 1964
**High Speed
Transmitter Is
Given Test In SF**

RICHMOND, CALIF.
INDEPENDENT
D. 32,461
JUL 14 1964
**Electronic
News Story
Transmitter**

BAKERSFIELD, CALIF.
CALIFORNIAN
D. 44,000
JUL 15 1964
**Portable news
sender tested
at GOP meet**

CHATTANOOGA, TENN.
TIMES
D. 52,408 S. 81,797
JUL 15 1964
**New York Times Codes,
Speeds Up News Stories**

SAN FRANCISCO (AP) — A portable transmitter for speeding news copy between San Francisco and New York at 400 to 500 words a minute is being tested at the Republican national convention.